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1/3,K/1 (Item 1 from file: 810) <u>Links</u>
Business Wire
0152057 BW658

LOTUS DEVELOPMENT : Four new 1-2-3 Release 3 enhancement products announced

November 10, 1989

Byline: Business Editors

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...Marketing,
312/248-7300 Spreadsheet Solutions Co., Jeffrey Pulver, President,
516/222-1429 SuccessWare Inc., Robert Sevio
, President, 919/469-0119


CONTACT: Lotus Development Corp., Cambridge
         Susan Earabino, 617/225-1281
         Alexandra...
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0152057 BW658

LOTUS DEVELOPMENT : Four new 1-2-3 Release 3 enhancement products announced

November 10, 1989

Ticker Symbol: LOTS
Byline: Business Editors
Time: 07:03 PT
Word Count: 799

   CAMBRIDGE, Mass.--(BUSINESS WIRE)--Lotus Development Corp. and
1-2-3 application vendors Frontline Systems Inc., General
Optimization Inc., Spreadsheet Solutions Co., and SuccessWare Inc.,
Friday announced the development of four new enhancement products for
1-2-3 Release 3.
   Enhancement products provide 1-2-3 users with the ability to
extend and customize spreadsheets by adding new features and
functionality to 1-2-3. Enhancement products for 1-2-3 Release 2.01
and Release 2.2 are currently available for a wide variety of
tailored applications, ranging from project planning to museum
management.
   "Enhancement products have played an important role in helping
our users tailor 1-2-3 to meet their specific needs," said Frank
Ingari, vice president and general manager of Lotus' PC Spreadsheet
Division. "By developing products that extend the functionality of
Lotus spreadsheets, our third-party partners help our customers
maximize the return on their software investment.
   "This allows us to concentrate on the broadest possible use and
best performance for our spreadsheets. We are excited by the
prospect of a new round of enhancement products for 1-2-3 Release
3."
   The four developers announcing 1-2-3 Release 3 products today are
leaders in the 1-2-3 enhancement market, successfully marketing
products for 1-2-3 Release 2.01 and 1-2-3 Release 2.2. These
developers are also all members of the Lotus Strategic Partner
Program, designed to provide enhancement developers with marketing
support and access to technical information.
   All four products will be shown at the Lotus Booth (2400) at
Fall Comdex in Las Vegas next week.
   What-if Analyst Premium Edition, a goal seeking add-in designed
for 1-2-3 Release 3 users, will be available in December from
Frontline Systems Inc. What-if Analyst Premium Edition allows users
to analyze multiple "what-if" scenarios to determine the optimum
solution for sales, profits, cash balances, or other user-defined

goals.

The original version of What-if Analyst, released in June 1989, was the first add-in available for 1-2-3 Release 3. What-if Analyst is also available for 1-2-3 Release 2.01, Release 2.2, and Symphony users.

Spreadsheet Solutions Inc. has announced the availability of EASE for 1-2-3 Release 3, a collection of time-saving functions designed to simplify everyday spreadsheet tasks. EASE was originally introduced as an enhancement product for 1-2-3 Release 2.01 and Release 2.2.

EASE features include the ability to automatically generate a series of dates, center titles over a range of columns, calculate sub-totals and grand total of ranges, and sum values in ranges as they are displayed in the spreadsheet.

General Optimization's What's Best! for 1-2-3 Release 3 is an enhancement product designed to help users find the best solution to complex business problems using 1-2-3.

What's Best! applications include staff scheduling, portfolio analysis and project management. What's Best! for 1-2-3 Release 3 will be available in January 1990, and will include all the features and functionality of the 1-2-3 Release 2.01 and Release 2.2 versions currently available.

SuccessWare Inc. has announced the availability of Marketing Edge and The Executive's Market Decision Kit for 1-2-3 Release 3, a series of computer-aided marketing templates designed to assist marketing professionals and business executives who are responsible for making critical business decisions.

This complete series of decision support tools includes a variety of templates to aid users in making key business decisions, including selecting target markets, setting product prices and choosing a distribution strategy.

Spreadsheet enhancement capabilities were initially provided to 1-2-3 users in the form of "macros," a set of commands and keystroke actions that automate tasks, allowing users to customize their applications.

In 1986, Lotus released the Lotus Developer Tools, a set of assembly language routines which allowed developers to create the first add-ins for Lotus 1-2-3 Release 2.01. Since then, more than 350 1-2-3 enhancement products have been introduced.

Because 1-2-3 Release 2.2 retains the standard .WK1 file format and compatibility with the Lotus Developer Tools, the majority of 1-2-3 Release 2.01 enhancement products work with the new 1-2-3 Release 2.2.

In September 1989, Lotus shipped the Add-in Toolkit for Release 3. The Toolkit provides a broad spectrum of corporate and independent application developers with the ability to create powerful, secure and tightly integrated enhancements to 1-2-3 Release 3 using a high-level programming facility.

For example, with the Toolkit developers can create custom add-ins ranging from new functions, macro keywords and input screens to complete end user applications.

Both 1-2-3 Release 3 and 1-2-3 Release 2.2 were designed to

further simplify the use of enhancement products by providing access to add-in functionality directly from within the spreadsheet.

Lotus Development Corp. is the leading developer of applications software for personal computers and information services delivered on CD-ROM.

Enhancement vendor contacts:

Frontline Systems Inc., Dan Fylstra, President, 415/327-7297 General Optimization Inc., Mark Weston, Vice President Marketing, 312/248-7300 Spreadsheet Solutions Co., Jeffrey Pulver, President, 516/222-1429 SuccessWare Inc., Robert Sevio, President, 919/469-0119

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    KEYWORD: MASSACHUSETTS